

CONTRACT

WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

And:

Targeted Platform Media LLC
1291 Hollywood Avenue
Annapolis, MD 21403

Contract / Revision 104998 /		Alt Order # 08221202
Product PRIORITIES USA ACTN		
Contract Dates 09/06/16 - 09/12/16		Estimate # 4554
Advertiser ISS/Priorities USA Action-A		Original Date / Revision 04/06/16 / 08/29/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WHIO-TV	Account Executive Philadelphia CoxRep	Sales Office CoxReps Philad
Special Handling		
Demographic Households		
Agg Code	Advertiser Code 750	Product 1/2 760
Agency Ref 9722		Advertiser Ref 14205

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WHIO	09/06/16	09/12/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$500.00					
2	WHIO	09/06/16	09/12/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$1,250.00					
3	WHIO	09/06/16	09/12/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$700.00					
4	WHIO	09/06/16	09/12/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$700.00					
5	WHIO	09/06/16	09/12/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	3	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$1,750.00					
6	WHIO	09/06/16	09/12/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-02		NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$800.00					
7	WHIO	09/06/16	09/12/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$5,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$1,850.00					
E 8	WHIO	09/06/16	09/12/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				5	\$2,000.00					
9	WHIO	09/06/16	09/12/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				2	\$1,750.00					
10	WHIO	09/06/16	09/12/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$1,250.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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PO Box 809606
Chicago, IL 60680-9606
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Contract / Revision 104998 /		Alt Order # 08221202
Contract Dates 09/06/16 - 09/12/16		Product PRIORITIES USA ACTN
Advertiser ISS/Priorities USA Action		Estimate # 4554
		Original Date / Revision 04/06/16 / 08/29/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
11	WHIO	09/06/16	09/12/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/06/16	09/12/16	MTWTF--				3	\$400.00					
E 12	WHIO	09/09/16	09/09/16	Friday Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/05/16	09/11/16	----1--				1	\$2,750.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHIO	09/05/16-09/11/16	Friday Prime Hour 3	10:00 PM-11:00 P	-----F----	:30		\$2,750.00			NM		
	See MG 12.2													
	2	WHIO	09/08/16-09/08/16	Thur Prime Hour 3	10p-11p	----Th-----	:30		\$2,750.00			NM		
	Ⓜ MG for 12.1 09/09													
13	WHIO	09/10/16	09/10/16	Sat Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/05/16	09/11/16	-----1-				1	\$1,000.00					
D 14	WHIO	09/11/16	09/11/16	Face The Nation	10:30 AM-11:00 A		:30			P-02		NM	0	\$0.00
D 15	WHIO	09/11/16	09/11/16	CBS Su Morning	9:00 AM-10:30 AM		:30			P-02		NM	0	\$0.00
D 16	WHIO	09/06/16	09/06/16	Tue Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	0	\$0.00
D 17	WHIO	09/07/16	09/07/16	Wed Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	0	\$0.00
N 18	WHIO	09/06/16	09/06/16	Tuesday Prime Rotato	9:00 PM-11:00 PM		:30			P-02		NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/05/16	09/11/16	-1-----				1	\$2,500.00					
N 19	WHIO	09/07/16	09/07/16	Wednesday Prime Rot	9:00 PM-11:00 PM		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/05/16	09/11/16	--1-----				1	\$2,750.00					
Totals								0.00					38	\$50,100.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/12/16	38	\$50,100.00	(\$7,515.00)	\$42,585.00
Totals	38	\$50,100.00	(\$7,515.00)	\$42,585.00

Signature: _____ Date: _____

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Thank you for your business!

REP HEADLINE# 8221202 TRF# 104998
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$
 REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES SEP7/16 12.15
 *** WHIO-TV ***

ADV # _____ ADV. NAME _____ ISS/PRIORITIES USA ACTION _____ REP. # _____ OFF. # _____ SALESMAN # _____

AGY # _____ AGY. NAME _____ TARGETED PLATFORM MEDIA LLC _____ BUYER NAME KATHRYN WELSH _____

1291 HOLLYWOOD AVE _____ SALES PRSN PH- NICK WELTE _____

ANNAPOLIS, MD 21403 _____

ORDER #	CONTRACT #	8221202	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	PRIORITIES	USA ACTN	EST#4554	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	SEP6/16	SEP12/16	WK-1		

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP7/16 12.15

REP :
TO DEANNA
FR JARED
OK'D M2, SEE LN 20
TOTAL SAME
PLS CNF THANKS

STA :
CON CM *****
THIS IS A CASH IN ADVANCE SCHEDULE *****
PRIORITIES USA ACTION

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	:TOTL: :SPTS:
AGENCY ADVERTISER CODE = 750												
AGENCY PRODUCT CODE = 760												
AGENCY EST# = 4554												
12	S		1000P-1100P	30		\$2,750.00	9/9	9/9	0		FRI	0
PROGRAM : BLUE BLOODS												
CON COM1: BLUE BLOODS												
20	A		1000P-1100P	30		\$2,750.00	9/8	9/8	1		THU	1
PROGRAM : CODE BLACK												
ORD COM1: SPOT NA DUE TO PROGRAM CHANGE PLEASE ADVISE ASAP												
THIS IS A MAKE-GOOD FOR SEP9 ON LINE-12 FOR 1 SPOT/WK												

